

# Akorbi®

## CASE STUDY

## iHerb®

### CLIENT

iHerb, an online e-commerce company

### GOAL

Provide Language Quality Services (LQS) of over one million words in four languages

### REQUIREMENT

Struggling with past vendor issues, the highest quality was an absolute must. With exponential growth, they needed a localization partner to scale with their changing needs, via implementation of streamlined process and efficiencies. The need for new content translation was also on the horizon.



### SOLUTION

We recommended the development and implementation of a more robust localization quality assurance process with a sourcing strategy and automation, including clearly defined steps in the workflow, increased agility via no touch assignments and Application Programming Interface (API) integration with their Content Management System (CMS).

### OUTCOMES

Within six months, iHerb entrusted all their localization projects solely to Akorbi, including review and Terminology and Style Guide tasks. Two years into this partnership, we have scaled service across nine locales with increased scope and volume.

The sourcing strategy and automation implemented in the workflow increased agility via no touch assignments and Application Programming Interface (API) integration with their Content Management System (CMS.) The steps were clearly defined so the workflow could move smoothly. We also built an integral solution for content review to ensure resulting quality was much improved as documented in user feedback.

For new content translation, we built a customized integration between systems which allowed us to implement our Machine Translation (MT) and human post-editing (PE) solution. MT and PE workflows were applied to different types of content to maximize efficiency and agility. This has been most useful in scaling the project to meet our client's growing translation demands.